Table 2. Brands Where TITL #33 Tar Results are Higher than PM Advertised Results (mg/cigt.)

	QA 1990 Year Average	Specification Tar	Philip Morris Advertised Tar[1]	TITL Market Sample #32[2]	TITL Market Sample #33[3]	TITL Market Sample #33 Rounded Values
Alpine 85 Menthol	15.2	15.0	15	17	15.6	16
Next De-Nic Low Tar 100 Men.	9.2	9.0	9	9	9.7	10

[1] Purcell, Clare, "Tar and Nicotine Numbers," memo to Distribution, August 23, 1990.

[2] Steele, William L., letter to William F. Kuhn, March 13, 1991.

[3] Steele, William L., letter to William F. Kuhn, March 11, 1991.

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